

# ORDER



**Orders**  
**Order / Rev:** 169406  
**Alt Order #:** 08388168  
**Product Desc:** EST2182 FIGHTING BAC  
**Estimate:** 2182  
**Flight Dates:** 10/10/16 - 11/07/16  
**Original Date / Rev:** 09/28/16 / 09/28/16  
**Order Type:** GENERAL

**KXLY**  
**Primary AE:** JEANINE HOLMES  
**Sales Office:** H-SE  
**Sales Region:** NATL

**Agency Name:** Media Plus  
**Buying Contact:**  
**Billing Contact:**  
 160 Roy Street  
 Seattle, WA 98109

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** McMorris Rodgers, Cathy for Congres  
**Demographic:** W35-64  
**Product Codes:** PL Candidate  
**Priority:** P-3  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	31	\$3,250.00	\$2,762.50
10/31/16	11/07/16	22	\$4,715.00	\$4,007.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	31	\$3,250.00	\$2,762.50	0.00
November 2016	22	\$4,715.00	\$4,007.75	8.20
<b>Totals</b>	<b>53</b>	<b>\$7,965.00</b>	<b>\$6,770.25</b>	<b>8.20</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
JEANINE HOLMES			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KXLY	39%	\$7,965.00
Market	100%	\$20,423.08

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAYU	14%	\$2,859.23
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	20%	\$4,084.62
KREM	26%	\$5,310.00
KSKN	1%	\$204.23
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KXLY	10/10/16	11/04/16	M-F 1-2p General Hospital	CM	1-2p	MTWTF--	:30	1	\$55.00	P-2	0.00	NM	6	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--		1				\$55.00		0.00			

Order / Rev: 169406  
 Alt Order #: 08388168  
 Flight Dates: 10/10/16 - 11/07/16

Advertiser: McMorris Rodgers, Cathy for Congress ( )  
 Product Desc: EST2182 FIGHTING BAC  
 Estimate: 2182  
**KXLY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KXLY	10/10/16	11/04/16	M-F 1-2p General Hospital	CM	1-2p	MTWTF--	:30	1	\$55.00	P-2	0.00	NM	6	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--					1	\$55.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					2	\$55.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					1	\$55.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					2	\$55.00		0.00			
2	KXLY	10/10/16	11/04/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	MTWTF--	:30	2	\$40.00	P-2	0.00	NM	12	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--					2	\$40.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					4	\$40.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					2	\$40.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					4	\$40.00		0.00			
3	KXLY	10/10/16	11/04/16	M-F 12-1p The Chew	CM	12-1p	MTWTF--	:30	1	\$35.00	P-2	0.00	NM	6	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--					1	\$35.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					2	\$35.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					1	\$35.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					2	\$35.00		0.00			
4	KXLY	10/10/16	11/04/16	530-6a GMNW GMNW	CM	530-6am	MTWTF--	:30	1	\$60.00	P-2	0.00	NM	6	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--					1	\$60.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					2	\$60.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					1	\$60.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					2	\$60.00		0.00			
5	KXLY	10/10/16	11/04/16	630-7a GMNW	CM	630-7a	MTWTF--	:30	1	\$175.00	P-2	0.00	NM	6	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--					1	\$175.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					2	\$175.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					1	\$175.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					2	\$175.00		0.00			
6	KXLY	10/10/16	11/04/16	9-10a M-F Live With Kelly	CM	9-10a	MTWTF--	:30	1	\$90.00	P-2	0.00	NM	6	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	MTWTF--					1	\$90.00		0.00			
		Week: 10/17/16	10/23/16	MTWTF--					2	\$90.00		0.00			
		Week: 10/24/16	10/30/16	MTWTF--					1	\$90.00		0.00			
		Week: 10/31/16	11/06/16	MTWTF--					2	\$90.00		0.00			
7	KXLY	11/07/16	11/07/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	1-----	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/07/16	11/13/16	1-----					1	\$40.00		0.00			
8	KXLY	10/17/16	10/31/16	Mon 8p Prime Dancing w/Stars	CM	8-10p	1-----	:30	1	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	1-----					1	\$700.00		0.00			
		Week: 10/24/16	10/30/16	-----					0	\$0.00		0.00			
		Week: 10/31/16	11/06/16	1-----					1	\$700.00		0.00			
9	KXLY	10/22/16	11/05/16	Sa GMA Sa GMA	CM	7-8a	-----1-	:30	1	\$70.00	P-2	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----1-					1	\$70.00		0.00			
		Week: 10/24/16	10/30/16	-----					0	\$0.00		0.00			
		Week: 10/31/16	11/06/16	-----1-					1	\$70.00		0.00			
10	KXLY	11/06/16	11/06/16	Sun 8-9p Prime Once Upon a Time	CM	8-9p	-----1	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	-----1					1	\$550.00		0.00			

Order / Rev: 169406  
 Alt Order #: 08388168  
 Flight Dates: 10/10/16 - 11/07/16

Advertiser: McMorris Rodgers, Cathy for Congress ( )  
 Product Desc: EST2182 FIGHTING BAC  
 Estimate: 2182  
**KXLY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11	KXLY	10/20/16	11/03/16	Thu 8-9p Prime Grey's Anatomy	CM	8-9p	---1---	:30	1	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	---1---		1				\$500.00		0.00			
		Week: 10/24/16	10/30/16	-----		0				\$0.00		0.00			
		Week: 10/31/16	11/06/16	---1---		1				\$500.00		0.00			
N 12	KXLY	10/19/16	11/02/16	Wed 8-9p Prime Goldbergs/ Speechless	CM	8-9p	--1----	:30	1	\$465.00	P-2	0.00	NM	1	\$465.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----		0				\$465.00		0.00			
		Week: 10/24/16	10/30/16	-----		0				\$0.00		0.00			
		Week: 10/31/16	11/06/16	--1----		1				\$465.00		0.00			
N 14	KXLY	11/02/16	11/02/16	Wed 8-9p Special 50th CMA Awards	CM	8-11p	--W----	:30	2	\$700.00	P-2	4.10	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/31/16	11/06/16	--W----		2				\$700.00		4.10			
													Totals	53	\$7,965.00